

ANNUAL INDEX to DUN'S REVIEW

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IN THIS INDEX, material is listed by author, title, company, and subject, each entry referring to the month and page number. Broad subject headings are used; this is not a completely detailed subject index.

As a guide to the inclusiveness or nature of the material indexed, the titles of major articles are printed in *italic type*, short items are indicated by an (s), and cover prints by (c).

In using this index it will be helpful to keep in mind the nature of the contents of DUN'S REVIEW. The magazine deals

with trends, tendencies, developments, and legislation which are significant in their effect on the policies of businesses. It is planned to serve chief executives who must take into consideration the long-time influences of such forces. In each monthly number are articles by authorities in their fields or resulting from research activities. There also are monthly sections or departments, several of which summarize business statistical data.

Individual lines of business are not separately indexed for the report on "14 Important Ratios for 72 Lines of Business"

and "14 Important Ratios for 36 Manufacturing Industries."

Statistical series compiled by the publisher such as business failures, building permits, bank clearings, price indexes and regional trade information are subject indexed and can also be located in the "Regional Trade Reports," "Significant Indicators," and "Trend of Business."

Business statistics compiled by the publisher are reported in greater detail in DUN'S STATISTICAL REVIEW which is published monthly by DUN & BRADSTREET, INC., 290 Broadway, New York 8, N. Y.

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